

Hearing News Network (HNN)<sup>®</sup> is the patient-oriented content streamed from Clear Digital Media right into your waiting room in real-time via high speed internet on a flat screen television. HNN<sup>®</sup> in your waiting room is timely and relevant and it addresses the patient when they are most receptive to hearing your message. HNN<sup>®</sup> is a completely customizable patient education platform that can be adjusted at any point to suit your marketing or branding initiatives. It's a custom billboard to promote your practice and your services to your patients.

“**The material on the media player is very informative and brings a higher level of professionalism to our office.**”  
-Kim Cyrus, Amplisound Hearing Care Centers

### 1000+ videos in our library



**638** waiting rooms currently using the service

**5,392** custom client videos made to date

**25,000** physician locations are using digital signage



**1 ½ min**  
is the average length of our video content



**7 seconds**  
is the time it takes to make an impression



**8 hours**  
of content played per day



“**We have received rave reviews from our patients since installing the HNN systems in our offices. Thanks for everything!**”

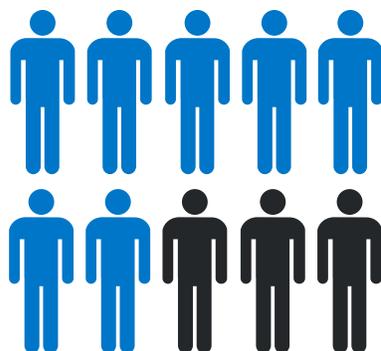
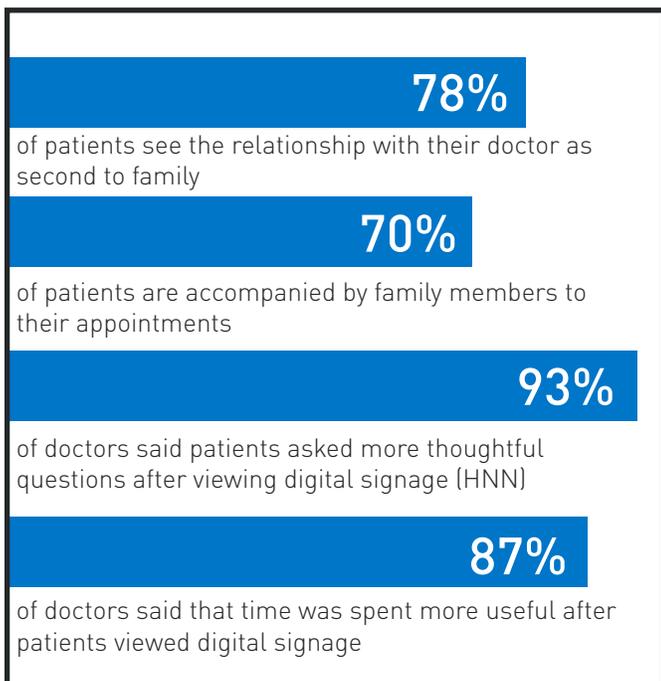
- Josh Daly, Lyrus Hearing



## Content is updated daily

“It gives another avenue of relationship building and lets the practitioner (me) further educate my patient, showing them why choosing us was a good decision, and all the while building a deeper level of trust.”

- Dr. Sandra Miller Au.D., Complete Hearing Solutions



**7 in 10**

viewers believe that their doctors office is a relevant environment for hearing loss advertising

## CONCLUSIONS

- ✓ HNN® viewers are **3X** more likely to schedule a future appointment with their hearing care professional
- ✓ **9 in 10** viewers feel more educated after viewing HNN®
- ✓ After watching HNN®, 53% of viewers felt motivated to do something about their hearing health

